

ESTTA Tracking number: **ESTTA457615**Filing date: **02/21/2012**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	BHPC Associates LLC		
Entity	LIMITED LIABILITY CORPORATION	Citizenship	Delaware
Address	1370 Broadway New York City, NY 10018 UNITED STATES		

Attorney information	Robert L. Epstein and William C. Wright Epstein Drangel LLP 60 E. 42nd Street, Suite 2410 New York City, NY 10165 UNITED STATES mail@ipcounselors.com Phone:2122925390
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Applicant Information

Application No	85365373	Publication date	01/24/2012
Opposition Filing Date	02/21/2012	Opposition Period Ends	02/23/2012
Applicant	OLEMBERG, FABIAN CLAUDIO La Pampa 2326, piso 2, Of. 2005 Capital Federal 1428, ARGENTINA		

Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Coats; Footwear for men; Hats; Jackets; Men's suits; Pants; Rain coats; Shirts; Shorts; Socks; Sport shirts; Sweat shirts; Sweaters; T-shirts; Ties; Trousers; Vests


Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1429311	Application Date	11/12/1985
Registration Date	02/17/1987	Foreign Priority Date	NONE
Word Mark	BEVERLY HILLS POLO CLUB		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1985/02/18 First Use In Commerce: 1985/02/18 CLOTHING FOR MEN, WOMEN AND CHILDREN-NAMELY SHIRTS, SWEATSHIRTS, SWEAT SUITS, SWEATERS, T-SHIRTS, PANTS, UNDERWEAR, CAPS, JACKETS, [LEOTARDS, DRESSES, PONCHOS]

U.S. Registration No.	1751058	Application Date	10/01/1991
Registration Date	02/09/1993	Foreign Priority Date	NONE
Word Mark	BEVERLY HILLS POLO CLUB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1991/05/31 First Use In Commerce: 1991/05/31 ophthalmic eyewear; namely, eyeglass frames, lenses, chains, and cases; eyeglasses; and sunglasses</p> <p>Class 014. First use: First Use: 1991/08/31 First Use In Commerce: 1991/08/31 watches</p> <p>Class 018. First use: First Use: 1991/03/31 First Use In Commerce: 1991/03/31 wallets, umbrellas, and small leather goods; namely, credit card cases, key cases, and coin purses</p> <p>Class 024. First use: First Use: 1991/03/01 First Use In Commerce: 1991/03/01 beach towels, bath towels, table linens and textile placemats, and bed and bath accessories; namely, fabric toilet seat covers</p> <p>Class 025. First use: First Use: 1989/10/31 First Use In Commerce: 1989/10/31 clothing for men, women and children; namely, shirts, sweatshirts, sweaters, tee shirts, pants, caps, hats, jackets, dresses, socks, hosiery, raincoats and outerwear; namely, coats and jackets, and belts</p>		

U.S. Registration No.	2091892	Application Date	08/15/1995
Registration Date	08/26/1997	Foreign Priority Date	NONE
Word Mark	BEVERLY HILLS POLO CLUB		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1996/10/00 First Use In Commerce: 1996/10/00 perfume [, cologne, toilet water, soap, skin moisturizer and creams] ,shower gel, [shaving cream, shaving lotion, shaving gel, shampoo, baby powder, body powder, face powder, talcum powder, nail polish, nail polish remover, cosmetic pencils, bath and body oil, make-up, lipstick, lip gloss, skin lotions, facial lotions, body lotions, hand cream,] deodorants and anti-perspirants and and after shave lotions		

U.S. Registration No.	2181220	Application Date	09/09/1996
Registration Date	08/11/1998	Foreign Priority Date	NONE
Word Mark	BEVERLY HILLS POLO CLUB		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1997/07/15 First Use In Commerce: 1997/07/15 luggage		

U.S. Registration No.	2214846	Application Date	08/08/1994
Registration Date	12/29/1998	Foreign Priority Date	NONE
Word Mark	BEVERLY HILLS POLO CLUB		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1994/10/01 First Use In Commerce: 1994/10/01 footwear, namely shoes, boots, slippers, athletic shoes, and golf shoes

Attachments	73568042#TMSN.gif (1 page)(bytes) 74209022#TMSN.gif (1 page)(bytes) 74715704#TMSN.gif (1 page)(bytes) 75162739#TMSN.gif (1 page)(bytes) 74558586#TMSN.gif (1 page)(bytes) DOC022112bhpc-02212012140406.pdf (22 pages)(501357 bytes)
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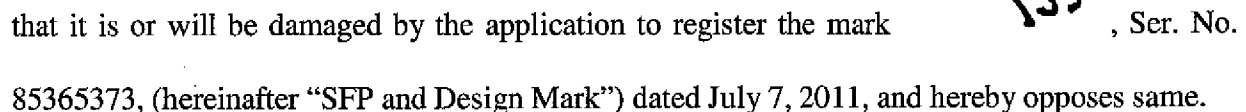
Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/William C. Wright/
Name	William C. Wright
Date	02/21/2012

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BHPC ASSOCIATES LLC,	:	
	:	
Opposer,	:	Opposition No. _____
	:	
v.	:	
	:	
OLEMBERG, FABIAN CLAUDIO	:	
	:	
Applicant.	:	
<hr/>		X



Opposer, BHPC Associates LLC, of 1370 Broadway, New York City, New York 10018, believes

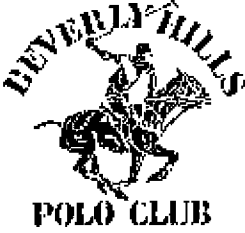




1. Continuously and long prior to the Applicant's filing date of July 7, 2011 of its SFP and Design Mark, Opposer has offered and continues to offer a variety of goods, including clothing, perfume and leather accessories bearing the mark BEVERLY HILLS POLO CLUB and Design including the image of a polo player on horseback swinging his mallet (the "BEVERLY HILLS POLO CLUB and Polo Player Design mark").

2. Over a prolonged period of time, Opposer has invested a substantial amount of time, effort and money promoting its BEVERLY HILLS POLO CLUB and Polo Player Design mark and the goods bearing that mark. As a result of its promotional efforts, a tremendous volume of sales, and extensive use of the BEVERLY HILLS POLO CLUB and Polo Player Design mark, Opposer's BEVERLY HILLS POLO CLUB and Polo Player Design mark has attained widespread acclaim in the United States, and has come to be exclusively recognized as identifying the products of Opposer. Since long before any use of or alleged rights of Applicant in the mark hereby opposed, Opposer's BEVERLY HILLS POLO CLUB and Polo Player Design mark has become distinctive of Opposer's goods and represents a tremendous amount of goodwill of Opposer's business.

3. In addition to its common law rights, Opposer owns the following incontestable United States trademark registrations of the BEVERLY HILLS POLO CLUB and the Polo Player Design mark for use in the aggregate in connection with Opposer's goods:

MARK	Class(es)	REGISTRATION NUMBER	REGISTRATION DATE
	25	1429311	02-17-1987
	09,14,18,24,25	1751058	02-09-1993

	03	2091892	08-26-1997
	18	2181220	08-11-1998
	25	2214846	12-29-1998

4. Opposer's registrations are valid, subsisting, in full force and effect, incontestable, and are evidence of Opposer's exclusive rights to use its registered marks on the identified goods, pursuant to 15 U.S.C. §§ 1057 and 1115. Current printouts from the electronic database records of the United States Patent and Trademark Office of the aforementioned incontestable registrations are attached hereto as **Exhibit A**.

5. Upon information and belief, Fabian Claudio Olemberg ("Applicant") filed with the United States Patent and Trademark Office an Intention to Use Application to register the SFP and Design Mark, Ser. No. 85365373, for "Coats; Footwear for men; Hats; Jackets; Men's suits; Pants; Rain coats; Shirts; Shorts; Socks; Sport shirts; Sweat shirts; Sweaters; T-shirts; Ties; Trousers; Vests", dated July 7, 2011.

6. Applicant is not connected to Opposer in any way and has not been authorized by Opposer to use the SFP and Design Mark as reflected in Ser. No. 85365373

Priority and Likelihood of Confusion

7. Opposer repeats and re-alleges each and every allegation contained in paragraphs 1 through 6 as if fully set forth herein.

8. Upon information and belief, Opposer acquired rights in the BEVERLY HILLS POLO CLUB and Polo Player Design mark prior to any date on which Applicant can rely in connection with the SFP and Design Mark as reflected in Ser. No. 85365373.

9. Opposer's BEVERLY HILLS POLO CLUB and Polo Player Design mark is the same as or similar to the SFP and Design Mark as reflected in Ser. No. 85365373 in appearance, sound, meaning and commercial impression, both marks including confusingly similar polo player images, arranged in a similar manner.

10. The goods of the respective parties are identical or commercially related, and/or the conditions and activities surrounding the marketing of same are such that they would or could be encountered by the same persons under circumstances that could give rise to the mistaken belief that they originate from the same source.

11. As a result, the SFP and Design Mark as reflected in Ser. No. 85365373, when used in connection with the goods identified in said application, is likely to cause confusion or mistake or to deceive and mislead the trade and the purchasing public into believing that Applicant's goods are the goods of Opposer, or that Applicant or its goods are authorized, licensed or controlled by Opposer, or that Applicant is affiliated with or in some way related to Opposer. Accordingly, any such use or and the issuance of the registration of SFP and Design

Mark as reflected in Ser. No. 85365373 would and does violate Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

12. By reason of the foregoing, Opposer will be damaged by the registration of the mark of SFP and Design Mark as reflected in Ser. No. 85365373.

WHEREFORE, it is respectfully requested that this notice of opposition be sustained and that the Board refuse to register the SFP and Design Mark as reflected in Ser. No. 85365373.

Respectfully submitted,

EPSTEIN DRANGEL LLP

Dated: February 21, 2012

By: 

Robert L. Epstein
William C. Wright
Jason M. Drangel
60 East 42nd Street, Suite 2410
New York, New York 10165
Tel. No.: (212) 292-5390
Fax. No.: (212) 292-5391

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing Notice of Opposition was served by First Class Mail, with sufficient postage prepaid, on this 21st day of February, 2012, upon Applicant's attorney of record:

ARTURO PEREZ-GUERRERO
LAW OFFICES OF ARTURO PEREZ-GUERRERO
PO BOX 9024163
SAN JUAN, PUERTO RICO 00902-4163

BY: _____

EXHIBIT A



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TARR Status	ASSIGN Status	TBR	TTAB Status
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Word Mark	BEVERLY HILLS POLO CLUB
Goods and Services	IC 025. US 022 039. G & S: CLOTHING FOR MEN, WOMEN AND CHILDREN-NAMELY SHIRTS, SWEATSHIRTS, SWEAT SUITS, SWEATERS, T-SHIRTS, PANTS, UNDERWEAR, CAPS, JACKETS, [LEOTARDS, DRESSES, PONCHOS]. FIRST USE: 19850218. FIRST USE IN COMMERCE: 19850218
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.09.17 - Humans, including men, women and children, depicted riding horses and other animals; Riding animals, humans 02.09.19 - Diving, humans; Humans, including men, women and children, depicted playing games or engaged in other sports; Playing games or sports, humans
Serial Number	73568042
Filing Date	November 12, 1985
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 25, 1986
Registration Number	1429311
Registration Date	February 17, 1987

Owner (REGISTRANT) GREGORY LANG, INC. CORPORATION CALIFORNIA 1940 LOVELACE
AVENUE LOS ANGELES CALIFORNIA 90015

(LAST LISTED OWNER) BHPC ASSOCIATES LLC LIMITED LIABILITY CORPORATION
DELAWARE 1370 BROADWAY NEW YORK NEW YORK 10018

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Karin Segall

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070709.

Renewal 1ST RENEWAL 20070709 .

**Live/Dead
Indicator** LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 3

Serial #: 73568042

Filing Dt: 11/12/1985

Reg #: 1429311

Reg. Dt: 02/17/1987

Registrant: GREGORY LANG, INC.

Mark: BEVERLY HILLS POLO CLUB

Assignment: 1

Reel/Frame: 0574/0778

Received:

Recorded: 09/14/1987

Pages: 1

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: GREGORY LANG, INC.

Exec Dt: 07/01/1987

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Assignee: BHPC MARKETING, INC.

238 SOUTH MISSION ROAD

LOS ANGELES, CALIFORNIA 90033

Correspondent: ROMNEY GOLANT, ET AL.

SUITE 1000, 10920 WILSHIRE BLVD.

LOS ANGELES, CA 90024

Assignment: 2

Reel/Frame: 2888/0075

Received: 07/07/2004

Recorded: 07/07/2004

Pages: 24

Conveyance: SECURITY AGREEMENT

Assignor: BHPC MARKETING, INC.

Exec Dt: 06/30/2004

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: LIMITED LIABILITY COMPANY -
NEW YORK

Citizenship: NONE

Assignee: SAMSSONS PROPERTIES, LLC

1370 BROADWAY

NEW YORK, NEW YORK 10018

Correspondent: DARBY & DARBY P.C.

KARIN SEGALL

POST OFFICE BOX 5257

NEW YORK, NEW YORK 10150-5257

Assignment: 3

Reel/Frame: 3477/0498

Received: 02/08/2007

Recorded: 02/08/2007

Pages: 5

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: WEEBAIRN, INC.

Formerly: FORMERLY BHPC MARKETING, INC.

Exec Dt: 01/19/2007

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: LIMITED LIABILITY
CORPORATION

Citizenship: DELAWARE

Assignee: BHPC ASSOCIATES LLC

1370 BROADWAY

NEW YORK, NEW YORK 10018

Correspondent: PAUL FIELDS/DARBY & DARBY P.C.

P.O. BOX 5257

NEW YORK, NY 10150-5257

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[Jump](#)to record: **Record 12 out of 16**[TARR Status](#)[ASSIGN Status](#)[TDR](#)[TTAB Status](#)*(Use the "Back" button of the Internet**Browser to return to TESS)***Word Mark****BEVERLY HILLS POLO CLUB****Goods and Services**

IC 009. US 002 026. G & S: ophthalmic eyewear; namely, eyeglass frames, lenses, chains, and cases; eyeglasses; and sunglasses. FIRST USE: 19910531. FIRST USE IN COMMERCE: 19910531

IC 014. US 027. G & S: watches. FIRST USE: 19910831. FIRST USE IN COMMERCE: 19910831

IC 018. US 003 041. G & S: wallets, umbrellas, and small leather goods; namely, credit card cases, key cases, and coin purses. FIRST USE: 19910331. FIRST USE IN COMMERCE: 19910331

IC 024. US 042. G & S: beach towels, bath towels, table linens and textile placemats, and bed and bath accessories; namely, fabric toilet seat covers. FIRST USE: 19910301. FIRST USE IN COMMERCE: 19910301

IC 025. US 039. G & S: clothing for men, women and children; namely, shirts, sweatshirts, sweaters, tee shirts, pants, caps, hats, jackets, dresses, socks, hosiery, raincoats and outerwear; namely, coats and jackets, and belts. FIRST USE: 19891031. FIRST USE IN COMMERCE: 19891031

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

02.01.19 - Athletes (men); Golfer; Men, athletes, strongmen; Strongmen

02.01.31 - Men, stylized, including men depicted in caricature form

02.09.17 - Humans, including men, women and children, depicted riding horses and other animals;

Riding animals, humans
21.03.04 - Croquet mallets; Lacrosse sticks; Mallets (sports); Mallets, croquet; Mallets, polo; Polo mallets

Serial Number 74209022
Filing Date October 1, 1991
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition November 17, 1992
Change in Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 1751058
Registration Date February 9, 1993
Owner (REGISTRANT) BHPC Marketing, Inc. CORPORATION CALIFORNIA 27129 CALLE ARROYO SUITE 1821 SAN JUAN CAPISTRANO CALIFORNIA 92675

(LAST LISTED OWNER) BHPC ASSOCIATES LLC LIMITED LIABILITY CORPORATION DELAWARE 1370 BROADWAY NEW YORK NEW YORK 10018
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Dennis G. Martin
Prior Registrations 1429311;AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEVERLY HILLS" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030422.
Renewal 1ST RENEWAL 20030422
Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 2

Serial #: 74209022

Filing Dt: 10/01/1991

Reg #: 1751058

Reg. Dt: 02/09/1993

Registrant: BHPC Marketing, Inc.

Mark: BEVERLY HILLS POLO CLUB

Assignment: 1

Reel/Frame: 2888/0075

Received: 07/07/2004

Recorded: 07/07/2004

Pages: 24

Conveyance: SECURITY AGREEMENT

Assignor: BHPC MARKETING, INC.

Exec Dt: 06/30/2004

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: LIMITED LIABILITY COMPANY -
NEW YORK

Citizenship: NONE

Assignee: SAMSSONS PROPERTIES, LLC

1370 BROADWAY

NEW YORK, NEW YORK 10018

Correspondent: DARBY & DARBY P.C.

KARIN SEGALL

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Assignment: 2

Reel/Frame: 3477/0498

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Word Mark **BEVERLY HILLS POLO CLUB**

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: perfume [, cologne, toilet water, soap, skin moisturizer and creams] ,shower gel, [shaving cream, shaving lotion, shaving gel, shampoo, baby powder, body powder, face powder, talcum powder, nail polish, nail polish remover, cosmetic pencils, bath and body oil, make-up, lipstick, lip gloss, skin lotions, facial lotions, body lotions, hand cream,] deodorants and anti-perspirants and and after shave lotions. FIRST USE: 19961000. FIRST USE IN COMMERCE: 19961000

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.09.17 - Humans, including men, women and children, depicted riding horses and other animals; Riding animals, humans
 21.03.04 - Croquet mallets; Lacrosse sticks; Mallets (sports); Mallets, croquet; Mallets, polo; Polo mallets

Serial Number 74715704

Filing Date August 15, 1995

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition August 27, 1996

Registration Number 2091892

Registration Date August 26, 1997
Owner (REGISTRANT) BHP Marketing, Inc. CORPORATION CALIFORNIA 27129 Calle Arroyo Suite 1821 San Juan Capistrano CALIFORNIA 92675
(LAST LISTED OWNER) BHP ASSOCIATES LLC LIMITED LIABILITY CORPORATION DELAWARE 1370 BROADWAY NEW YORK NEW YORK 10018
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Karin Segall and Paul Fields
Prior Registrations 1429311;1687874;1751058;1947244;AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEVERLY HILLS" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070720.
Renewal 1ST RENEWAL 20070720
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Total Assignments: 2

Serial #: 74715704

Filing Dt: 08/15/1995

Reg #: 2091892

Reg. Dt: 08/26/1997

Registrant: BHPC Marketing, Inc.

Mark: BEVERLY HILLS POLO CLUB

Assignment: 1

Reel/Frame: 2888/0075

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Correspondent: DARBY & DARBY P.C.

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Assignment: 2

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Assignor: WEEBAIRN, INC.

Formerly: FORMERLY BHPC MARKETING, INC.

Exec Dt: 01/19/2007

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: LIMITED LIABILITY
CORPORATION

Citizenship: DELAWARE

Assignee: BHPC ASSOCIATES LLC

1370 BROADWAY

NEW YORK, NEW YORK 10018

Correspondent: PAUL FIELDS/DARBY & DARBY P.C.

P.O. BOX 5257

NEW YORK, NY 10150-5257

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Word Mark	BEVERLY HILLS POLO CLUB
Goods and Services	IC 018. US 001 002 003 022 041. G & S: luggage. FIRST USE: 19970715. FIRST USE IN COMMERCE: 19970715
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.01.19 - Athletes (men); Golfer; Men, athletes, strongmen; Strongmen 02.01.31 - Men, stylized, including men depicted in caricature form 02.09.17 - Humans, including men, women and children, depicted riding horses and other animals; Riding animals, humans 02.09.19 - Diving, humans; Humans, including men, women and children, depicted playing games or engaged in other sports; Playing games or sports, humans
Serial Number	75162739
Filing Date	September 9, 1996
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	April 22, 1997
Registration Number	2181220
Registration Date	August 11, 1998
Owner	(REGISTRANT) BHPC Marketing, Inc. CORPORATION CALIFORNIA 620 West 135th Street

Gardena CALIFORNIA 90248

(LAST LISTED OWNER) BHPC ASSOCIATES LLC LIMITED LIABILITY CORPORATION
DELAWARE 1370 BROADWAY NEW YORK NEW YORK 10018**Assignment
Recorded**

ASSIGNMENT RECORDED

Attorney of Record Paul Fields, Amy J. Benjamin, Eric A. Prager and Abigail Rubinstein**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080720.**Renewal** 1ST RENEWAL 20080720**Live/Dead Indicator** LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 2

Serial #: [75162739](#)

Filing Dt: 09/09/1996

Reg #: [2181220](#)

Reg. Dt: 08/11/1998

Registrant: BHPC Marketing, Inc.

Mark: BEVERLY HILLS POLO CLUB

Assignment: 1

Reel/Frame: [2888/0075](#)

Received: 07/07/2004

Recorded: 07/07/2004

Pages: 24

Conveyance: SECURITY AGREEMENT

Assignor: [BHPC MARKETING, INC.](#)

Exec Dt: 06/30/2004

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: LIMITED LIABILITY COMPANY -
NEW YORK

Citizenship: NONE

Assignee: [SAMSSONS PROPERTIES, LLC](#)

1370 BROADWAY

NEW YORK, NEW YORK 10018

Correspondent: DARBY & DARBY P.C.

KARIN SEGALL

POST OFFICE BOX 5257

NEW YORK, NEW YORK 10150-5257

Assignment: 2

Reel/Frame: [3477/0498](#)

Received: 02/08/2007

Recorded: 02/08/2007

Pages: 5

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: [WEEBAIRN, INC.](#)

Formerly: FORMERLY BHPC MARKETING, INC.

Exec Dt: 01/19/2007

Entity Type: CORPORATION

Citizenship: CALIFORNIA

Entity Type: LIMITED LIABILITY
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Citizenship: DELAWARE

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Word Mark	BEVERLY HILLS POLO CLUB
Goods and Services	IC 025. US 022 039. G & S: footwear, namely shoes, boots, slippers, athletic shoes, and golf shoes. FIRST USE: 19941001. FIRST USE IN COMMERCE: 19941001
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.01.02 - Men depicted as shadows or silhouettes of men; Silhouettes of men 02.01.19 - Athletes (men); Golfer; Men, athletes, strongmen; Strongmen 02.09.17 - Humans, including men, women and children, depicted riding horses and other animals; Riding animals, humans 21.03.04 - Croquet mallets; Lacrosse sticks; Mallets (sports); Mallets, croquet; Mallets, polo; Polo mallets
Serial Number	74558586
Filing Date	August 8, 1994
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	May 9, 1995
Registration Number	2214846
Registration Date	December 29, 1998
Owner	(REGISTRANT) BHPC MARKETING, INC. CORPORATION CALIFORNIA 27129 CALLE

ARROYO SUITE 1821 SAN JUAN CAPISTRANO CALIFORNIA 92675

(LAST LISTED OWNER) BHPC ASSOCIATES LLC LIMITED LIABILITY CORPORATION
DELAWARE 1370 BROADWAY NEW YORK NEW YORK 10018

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Paul Fields, Amy J. Benjamin and Abigail Rubinstein

Prior Registrations 1429311;1687874

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEVERLY HILLS" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090121.

Renewal 1ST RENEWAL 20090121

Live/Dead Indicator LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 2

Serial #: 74558586

Filing Dt: 08/08/1994

Reg #: 2214846

Reg. Dt: 12/29/1998

Registrant: BHPC MARKETING, INC.

Mark: BEVERLY HILLS POLO CLUB

Assignment: 1

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Citizenship: DELAWARE

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